

Behind the Scenes

By REYNOLDS KNIGHT

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If the Suez Canal wrangle winds up, as now seems likely, in peaceable withdrawal of Western shipping, one group of American producers will start reaping a harvest of more than \$2 million a day.

These are the independent producers of petroleum in the United States. Independent, in this case, is the term they themselves use to describe companies that simply get the oil out of the ground and sell it to refiners. The refiners are in the main integrated companies doing world-wide business, so that any gain they make on Southwestern American oil will be offset by declining yields from their fields in the Middle East.

The independents have been heckling Arthur Fleming, defense production director, for more than a year to cut down imports of Middle Eastern oil. Now, if Middle Eastern flow is to be impeded by the detour around Africa, these independents will be called upon to make up the difference in Europe's supply. This deficiency is calculated at 500,000 barrels a day for the first year of around-the-Cape (of Good Hope) shipping. They also would have to make up for the cut-off of some 300,000 barrels a day of imports to this country.

At East Texas' average field price of \$2.70, that's \$2,160,000 a day. A political by-product is that the Southwest will lose a grievance against the Administration.

EYE-APPEAL BEST—A recent survey conducted in 25 cities for a major distiller revealed that approximately half the gift buyers in this country are primarily influenced by built-in eye appeal in their selection of merchandise to give. In line with this finding the alcoholic beverage industry this year will offer consumers the widest selection of gift decanters in its history.

Some 36 million decanters will be sold during the Christmas season, George Linck, vice president of Melrose Distillers, predicts. He describes decanter packaging as an indispensable sales asset to the liquor business.

With more than 7,500,000 gallons slated to be packaged in gift decanters this year, the industry expects consumers to purchase mostly holiday spirits which carry out the Yuletide spirit in their appearance.

THING TO COME—Grandmothers will welcome a wallet-size album of 12 photos to be copied from larger ones. Stainless steel clips fasten a new plastic thermometer to your car window. For only \$9.95 the student or hobbyist can now buy a turret microscope with 100-diameter magnification. Hunters can get a game hoist for this fall's trophies, made with aluminum parts and plastic pulleys to be light enough for carrying into the woods.

INDUSTRY AND EDUCATION—Industry and education face the future together. There are multiplying indications that both now realize the dependence of one upon the other if they are to continue to grow in strength and importance.

Latest sign of this awareness is the pioneering effort of a group of ceramic tile manufacturers who produce more than 90 per cent of the clay floor and wall tile made in this country. These 23 manufacturers, members of the Tile Council of America, Inc., have announced a \$5,000 annual scholarship plan for talented architectural students. The plan, which is the first of its sort put forward by producers of building materials, is also intended to aid the schools also in architecture. The funds are set aside in part for participating schools to use in offering their courses.

The plan benefits not only the students and their schools, but the industry as well by helping to insure an adequate supply of well-trained architects for the nation's record-breaking building program.

SECOND-BEST STEEL YEAR—Despite the loss of five weeks' production, nearly a tenth of the year's possible producing time, it now seems that steel output in the United States will be less than 2 per cent below 1955's record

pouring of 117 million tons. Latest week's operating rate was 100.6 per cent of rated capacity, or 2,447,000 tons. That almost touched the record 2,481,000 tons of the second week in April, and shows that steel facilities have quite recovered from any damage suffered in the July shutdowns.

One apparent cause for this success in restoring production is the vast amount of scrap now reaching the mills. The price for the best grade of heavy scrap has risen to \$59 a ton, up \$14 from the pre-strike level, and Midwestern assemblers of the second-hand metal are receiving and shipping it in unprecedented volume.

BITS O' BUSINESS—Farm income has rebounded to a rate of \$12 billion a year, the Department of Agriculture reported as of the end of August. Mild coffee, the kind that adds aroma to popular

Fluoridation Arouses Great Deal Of Public Interest in Tooth Decay

By ROY O. GILBERT, M.D.
L. A. County Health Officer

Fluoridation, which is the adding of controlled amounts of sodium fluoride to communal water supplies for the specific purpose of preventing tooth decay in children, has aroused a great deal of public interest and considerable controversy. In the Hall of Health at the County Fair, which is being held in Pomona, the Los Angeles County Health Department presents facts about the process that are unbiased and scientific. Given this information, individuals who visit the health exhibit can then make up their own minds on what to believe about the subject.

In many areas throughout the country, nature herself adds fluoride to the water, and it is well known that residents of such areas have remarkable little tooth decay even in adulthood. However, in many localities the water is deficient in this important chemical element and, as one distinguished health official said, it may then be added by mechanical means and the water brought up to nature's own standard.

Tooth decay will affect 98 per cent of the school children in any community where the water does not contain fluoride, according to the published results of many surveys. By the time these children have nearly all of their permanent teeth, which is around 14 years of age, 40 per cent will have had at least one extraction, while at the age of 16 the average boy or girl will have 7 teeth either missing, decayed, or filled.

Preventive Measures
Preventive measures hitherto emphasized, including dietary control, oral hygiene, and treatment have had very limited success in reducing tooth decay any appreciable amount. Although it is true that a diet from which most refined sugars and starches are eliminated will minimize decay, and that brushing will also help retard its development, human nature pretty much precludes the likelihood that such preventive measures could ever be of widespread value. This is especially true of brushing, which must be done promptly after any intake of food if it is to be effective. For most people this is an impossibility when away from home, and many individuals would consider it an impossible nuisance whether at home or away from it.

Fluoridation Endorsed
Fluoridation is endorsed by every great medical and dental society in North America. Indeed, as one eminent Canadian physician said, no reputable organization has ever condemned it. In addition, Departments of Preventive Medicine in 75 universities in the United States and Canada have favored the measure. They all recognize dental disease as a major public health problem and fluoridation as the first realistic approach to its prevention.

Nearly half a century has passed since the great physician, Sir William Osler said, "There is not one single thing in preventive medicine that equals in importance mouth hygiene and the preservation of the teeth." Doctors and dentists know that the statement is as true now as it was then. There can be no doubt that in those communities where resistance to the measure has been successful the children are the losers.

Pamphlets on fluoridation will be available in the Hall of Health, but those persons who can attend the Los Angeles County Fair may obtain copies of this printed information by sending a card of request to Health Education, Los Angeles County Health Department, 241 N. Figueroa St.

blends, has risen to 82.75 cents in the New York import market. . . . Business loans in New York City increased by \$108 million in the week ending September 15.

Scout Trails

Cub Pack 255-C

Cub Pack 255-C spent Saturday on a nature excursion in the San Gabriel Canyon with Crystal Lake as the destination. The boys hiked and explored the area, taking picnic lunches with them. They searched for varied species of insects.

The day's outing was in keeping with this month's theme, "Nature." In preparation for the trip, the boys needed their own butterfly nets and wire containers for insects caught.

The boys will soon be given awards for their outing at their regular pack meeting.

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